

## REMARKS/ARGUMENTS

Claims 2, 8, and 12-17 are pending herein. Claim 15-17 have been withdrawn from further consideration by the PTO. The amendment to claims 12 and 13 is supported in the specification at page 14, lines 8-24, for example. Applicant respectfully submits that no new matter has been added.

Claims 2, 8, 12, 13 and 14 were rejected under §103(a) over Maggio in view of Gardenswartz, further in view of Dedrick or Perkowski, and claims 2, 8, 12 and 13 were rejected under §103(a) over Maggio in view of Gardenswartz, further in view of Goldhaber or Gerace. To the extent these rejections may be applied against the amended claims, they are respectfully traversed.

Independent claim 12 recites a content data processing system that initiates contact with the prospective customers by displaying selectable images or other advertisements, the system including a notice control module for controlling a notice of prize information, a registration control module for registering attributes of applicants as applicant information and an applicant information storage module for storing the applicant information. The content data processing system also includes an article information acquiring module that acquires article information such as car related information from predetermined information sites that store commercial article information in predetermined external storage that can be accessed by the article information acquiring module and a first content data creating module for creating content data where there is a match between the commercial article information, such as car related information, acquired by the article information acquiring module and the applicant information that contains at least individual data and favorite car information as attributes. The content data processing system further includes a transmitting module for transmitting the content data created to a terminal device used by the applicant and a second content data creating module for creating other sets of content data corresponding to attributes from the applicant information. A transmitting destination file is created for combinations of attributes of each applicant and an e-mail address for the applicant is registered in the transmitting destination file.

The first content data creating module delivers the content data by e-mail to the e-mail address. The content data contains a piece of information for accessing other sorts of content data that contains identification data of the applicant. Claim 12 has been amended that the identification data is integrated with the piece of information as a registration management number for reading a corresponding record from the applicant information storage module. Independent claim 13 has been amended in a similar manner.

Maggio discloses a consumer reward advertising vehicle (CRAV) immersive advertising system that communicates CRAV ads to consumer, interacts with the consumers, and collects and stores consumer data. Maggio teaches that a CRAV record is created for each consumer, which includes the consumer's e-mail address, and the CRAV ads are transmitted to the consumer by e-mail. Gardenswartz discloses a system for delivering targeted advertising to consumers that places a cookie that is linked to the customer ID in the URL.

The present invention of amended claims 12 and 13 are distinguishable from the cited references because neither Maggio nor Gardenswartz teaches or suggests integrating the ID data of the applicant with the piece of information as a management registration number for reading a corresponding record from the applicant information storage module, as is claimed. For example, the specification discloses that the management registration number is used in the present invention to enable a web server to read a record corresponding to the management registration number from the applicant information storage module (see specification at page 14). Neither Dedrick, Perkowski, Goldhaber nor Gerace overcomes the above recited deficiency of Maggio and Gardenswartz.

Based on the above, the cited references fail to teach or suggest each and every element of amended claims 12 and 13. Accordingly, Applicants respectfully request that the Examiner reconsider and withdraw these rejections.

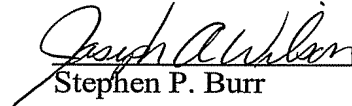
For at least the foregoing reasons, Applicants respectfully submit that all pending claims herein define patentable subject matter over the art of record.

If the Examiner believes that contact with Applicant's attorney would be advantageous toward the disposition of this case, the Examiner is herein requested to call the Applicant's attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

Respectfully submitted,

April 23, 2008  
Date

  
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